

GARAGE FOR THE CAR OWNER

Private House for the Machine that Comes "Knocked Down."

LATEST THING IS CONVENIENCE

Portable Garage of Fireproof Material that Affords Means for Housing and Cleaning Cars is Now Offered.

With approximately 700,000 automobiles in use in the United States, the question of housing them has become a serious problem. In fact, it has rather overshadowed the repeated interrogation of "What becomes of the thousands of old and worn out cars?"

When there is a demand there is undoubtedly a supply, and it remained for a firm of St. Paul manufacturers to meet that demand in what is known as the "Pruden" system of metal, portable, fireproof automobile garages.

Advantage of a Home. With the increasing use of the automobile it is becoming more and more the custom to house the machine on the premises of the owner, particularly in rural and suburban places.

Accommodations Adjusted. Usually, in suburban places or the outlying residential parts of cities, the distance to a public garage is not great and for that reason there is no need to provide extensive repair facilities in the private garage.

Portable Garage Solves Problem. This situation is very nicely met by the portable or knockdown garage, a construction that has come into widespread and common use among motorists.

Cost is Slight. Added to the advantages already pointed out is the fact that the cost of one of these garages, erected and ready for use, is usually considerably less than that of erecting a permanent garage of equal size, serviceability and appearance.

AUTO FIRM HAS DAILY REPORTS Keeps Posted on the Weather in All Parts of the United States and Mexico. Secretary of Agriculture Wilson has a keen rival in General Sales Manager George W. Bennett of the Willys-Overland company.

NEW CAR HERE NEXT WEEK Stearns-Knight Auto, with the Knight Motor, is Awaited with Considerable Interest. Next week the much talked of Stearns-Knight automobile is due to arrive.

Persistent Advertising is the Road to Big Returns. The Marmon car is now sold in Omaha. Mr. McDonald, who has sold so many Marmon cars in this territory, signed up last week as distributor for the Marmon. This does not affect the Marmon agency.

Along Auto Row

New Home for the Cadillac in Omaha is Under Way—What the Local Dealers Are Doing

George Reim is spending a whole lot of his time nowadays spending the workmen who are constructing the new building to be occupied by the Cadillac agents in Omaha. It will be a commodious affair about three times as large as the present location and is promised for November 1.

A great trip was the one taken by Denise Barklow last week, who drove from Omaha to Denver. Plenty of shooting material was carried by his party and a lot of fun was had shooting game in the western part of the state.

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For 1912, Guy L. Smith says he will have a car for every man, having closed negotiations for the Hudson, making a complete line ranging in price from \$1,600 to \$7,000, meeting the car buyer's requirements in both price and car.

The Regal Motor Car company has established a factory branch in Omaha and the building at 213 Farnam street, formerly occupied by the Kissel Kar agency, is being fitted up for the Regal. This is the car which is attracting so much attention because of its singular construction.

The 1912 Chalmers car is in Omaha. The Chalmers people have certainly gone the limit this year in producing a car that takes very high rank in the matter of style. Black wheel base, black hood with a beautiful olive green body gives a most pleasing appearance.

Several hundred cars of all makes and sizes, from the lowly runabout to the car of high price and power, are owned by the city of New York at the present time. The heads and sub-heads of departments, whose work calls them almost daily to the outlying districts, demand machines with the ability to "set there," and it is with these members of the city government that the Lutz car has found high favor.

The little sheet metal garage standing at Twenty-first and Farnam streets, is making a number of sales for the Kirkland-Hickman company, the western agents. The little garage which is a portable knock-down affair is easily erected anywhere and makes a most suitable housing for either one or two machines at a very economical figure.

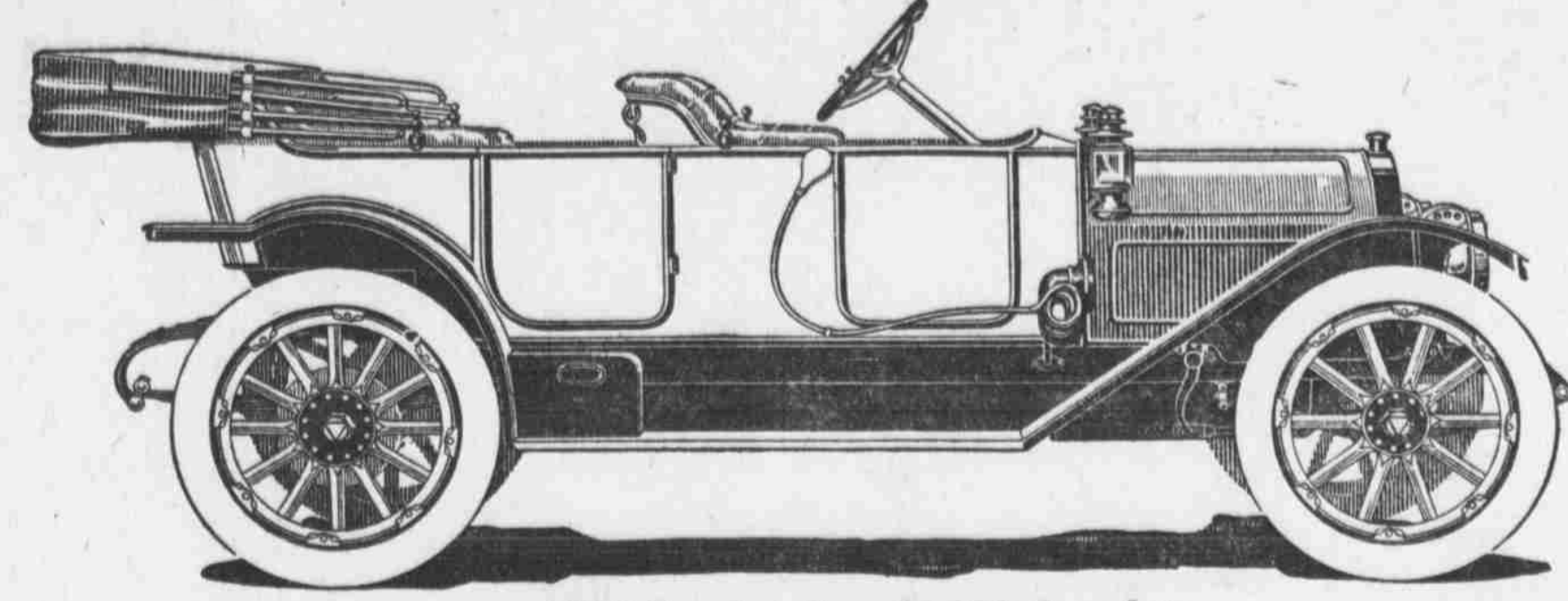
Pete Deermont is racing up and down Farnam street waving his red covered "motor-ist" and waving congratulations on every hand for producing the largest regular issue of his interesting magazine. The September issue is as large as the special show number of last February and is the result entirely of a simple, steady, healthy growth and the tireless, aggressive efforts of Deermont.

Maxwell cars and Columbia-Knight cars are attracting customers every day. The Columbia people are having their Knight engines made from the same patterns that have been used to produce the Knight engine successfully used in foreign cars for over four years.

"Beauty" Murphy, as Bert Murphy is called by his friends, is going to place a large Kelly motor truck in the Omaha Motor club endurance run to be held the latter part of this week. Murphy will take with him on the truck half a dozen of his friends in addition to provisions adaptable to crossing a desert or crossing the north pole.

Mr. McIntyre of the McIntyre Automobile company, the local Oakland agent, is very proud of the manner in which his garage is being redecorated. It has been thoroughly gone over and wherever changes could be made to give more room these have been effected.

The 1912 HUDSON "33"



"33" Touring Car--\$1,600 Complete

There are four HUDSON "33" models for 1912. A large, roomy five-passenger Touring Car, shown above—a smart Torpedo of long, rakish lines—a Roadster of unusual beauty and comfort and a Mile-a-Minute Roadster which is speedy enough to make an amateur driver a climbing contest.

Why the Value is Even Greater this Year

Some Extraordinary Things Have Been Done to Accomplish This Result—Come See What They Are

The above is an illustration of the HUDSON "33" 1912 Touring Car. There are three other models—a Torpedo, long, low and snappy in appearance—a Roadster, handsome and comfortable, and a Mile-a-Minute car, fast enough for any amateur contest.

by actual tests on cars built especially for that purpose. Then the first 1912 car was built and all the ideas adopted were proven in a service ten times more severe than any one would ever think of demanding of his car.

recently been made in the way of simplicity, not to attempt to judge values in that manner. Nothing is quite so dangerous as a little knowledge. It deceives the buyer and often results in his selecting not the best but the poorest car to be had for the money.

Yet There Was Little Change

You might conclude from this that the car is totally different from that of last year. As a matter of fact however, there has been little change in the essentials of its design. In a few places the simplicity of the original model has been made even more simple.

All Makers Give Quality—Not All, Tho, Have Engineering Cleverness

We believe all makers are building the best cars they are able to build for the money. Competition guarantees that. But willingness to furnish good quality does not assure that that is being done. Skill, experience and an efficient organization is necessary.

The equipment is of a much better grade. If you will ride in the two models you will observe the greater motor flexibility of the 1912 car. You can see an increased value in the quality of upholstery, in the higher grade painting, but you cannot so easily appreciate the improvements that have been made in the quality of materials, in the fineness of the metals and the character of the workmanship.

Owners Have Helped

We have hundreds of letters from owners telling their experience with the "33." What they reported was gratifying and work was started we had accurate information upon which to base our plans for the 1912 car.

Widely Different From All Other Cars

The above comparisons have all been made with the 1911 HUDSON "33." It would not be so difficult to show the greater value of the present model if it were considered in connection with any other automobile that you can buy under \$2,500.

Went to Europe for Ideas

One man went to Europe to get ideas. He visited the leading factories there and attended the great Paris and London Automobile Shows. He wanted to see how makers abroad were building their cars. He came back with a trunk full of notes.

2,000 Cars Oversold

At the close of the season there were orders on hand for more than 2,000 in excess of the number we could build. Even before a single 1912 model was shown dealers had deposits in hand from their customers who thus had assured themselves an early delivery of the latest model.

Choose Your Car That Way

If you accept that suggestion and then look for a car of reputation, just remember that standards of values change and that consequently the car you thought well of a few months ago, may now be selling at a lower price because the more modern HUDSON "33" has established a new era in motor car designing.

Why You Should Not Delay

You have your choice of many automobiles. The most desirable cars will be taken first. Last year's popularity indicates a heavy demand for this greater value of the 1912 model.

World Wide Demand

The world wide demand for the HUDSON "33"—and that statement is emphatically true—is a positive proof that it more nearly approaches the ideal car than was ever before offered at less than \$2,500.

All Submitted to Experts

Then Mr. Coffin called them all into session and for days the suggestions of each expert was submitted to the consideration of his associates. In this way many additional ideas were brought out. No suggestion was accepted that did not meet with the unanimous approval of the Engineering Board.

HUDSON MOTOR CAR CO., Detroit.

A Special Word of Importance We endorse with our capital and business future every word of the above. This we would not do if there were any doubt in our mind about the value of the HUDSON "33." Our success depends upon our knowing the automobile situation thoroughly. We have opportunities for more thorough investigation of values than has any individual.

GUY L. SMITH, Distributor, 2205-7 Farnam St. Omaha, Nebraska. 1912 Demonstrator has arrived. Immediate deliveries. I want good live dealers in every good town in Nebraska and Western Iowa. Better look over the Hudson line before signing up 1912 contracts. Better write today for territory and dealer's proposition. Tomorrow may be too late. "Do it now."